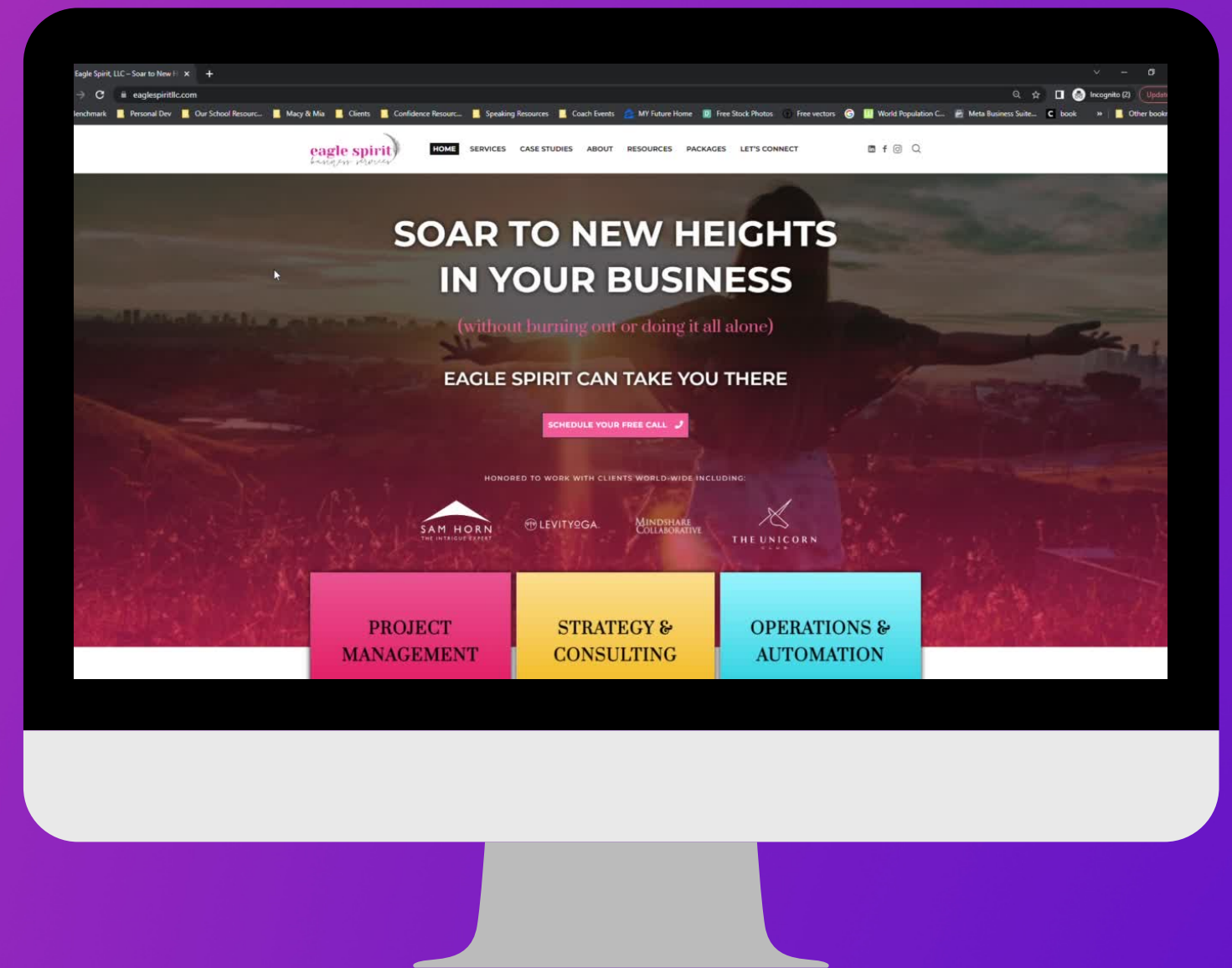


THE MOST IMPORTANT PART OF YOUR AUTHOR PLATFORM

with Kendra Wray

Founder/CEO of Eagle Spirit

a Project Management Agency based in Seattle, WA



Kendra Wray | EagleSpiritLLC.com | itseaglespirit@gmail.com

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WHAT IS IT?



Kendra Wray | EagleSpiritLLC.com | itseaglespirit@gmail.com

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**IT'S YOUR
WEBSITE**

BUT WHY?

**BECAUSE YOUR WEBSITE =
EMAIL ADDRESSES**



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ABOUT

Kendra Wray

Owner of Eagle Spirit, LLC

"Soar to New Heights in Your Business"

Work with executives, authors & innovative entrepreneurs to
bring game-changing ideas, books, and projects to life.

Clients all over the world

(from the US to New Zealand to Belgium and beyond!)

- 4x NYT bestselling author **JJ Virgin**
- WA Post bestselling author & BK member **Sam Horn**
- Nautilus Book Awards gold medal winner **Peter Sterios**
- And many more!



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IT'S IMPOSSIBLE TO
IGNORE THE FACTS ON
HOW **EFFECTIVE EMAIL**
MARKETING IS...

**FOR EVERY \$1 SPENT,
AVERAGE ROI IS \$44
THAT'S A 4400% ROI**

- [OPTINMONSTER.COM](https://www.optinmonster.com)

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EMAIL IS STILL **KING!**

AND THAT IS WHY...

YOUR WEBSITE

IS THE MOST IMPORTANT
PART OF YOUR **AUTHOR
PLATFORM**



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TOP 3 TAKEAWAYS



①

The biggest mistake authors make when building their platform.

②

3 things you can start TODAY to consistently grow your following.

③

How to connect with loyal followers who binge read your content and can't wait to buy your books.

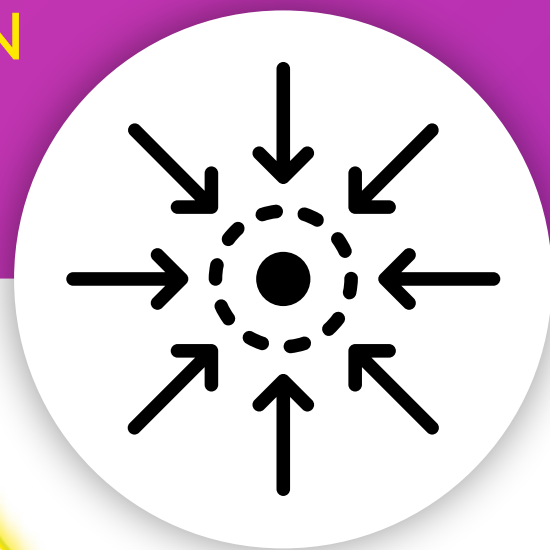
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THE 3 C'S

If you want to drive engagement and ultimately, sales... Focus on The 3 C's

THIS IS THE #1
MISTAKE I SEE
PEOPLE MAKE ON
THEIR WEBSITES



CLARITY

One strong, clear, focused
Call-to-Action



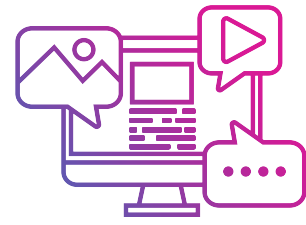
CONSISTENCY

Manage expectations &
deliver what you promise



COMMUNITY

Follow the 3:1 ratio.
Give, give, give, ask.



Avg American sees
4k - 10k
 marketing messages
 PER DAY!!!



You have approx
8 seconds
 to capture your readers
 attention.



Need to see your ad
7 - 10x
 before they notice /
 purchase from you.

CLARITY

"Confused people don't say yes."
 - Sam Horn

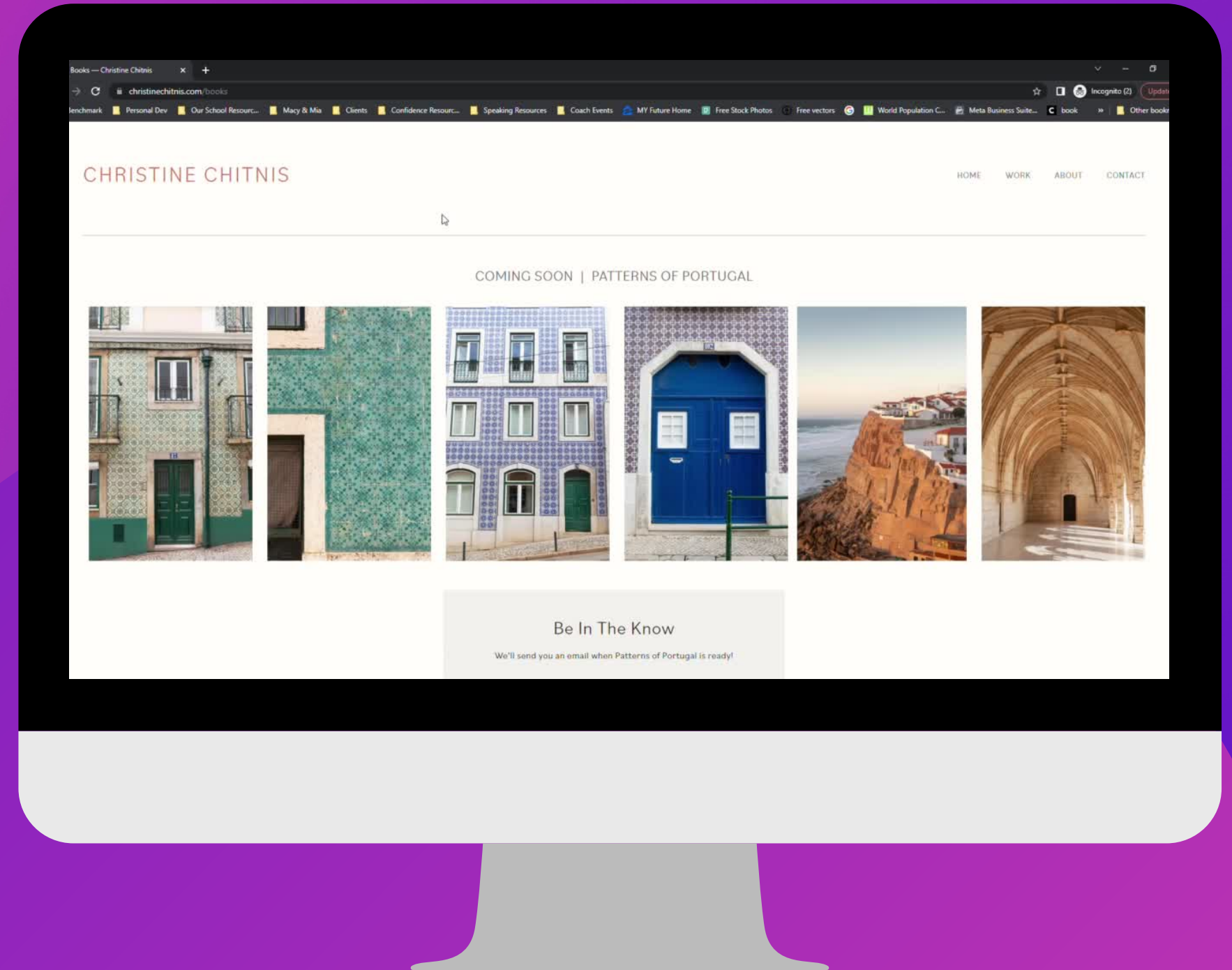
If you're not clear about what you're offering,
 how will someone who visits your website
 be clear on what you want them to do?

RULE OF THUMB (from James Clear)

DOUBLE the EXAMPLES

HALF the WORDS

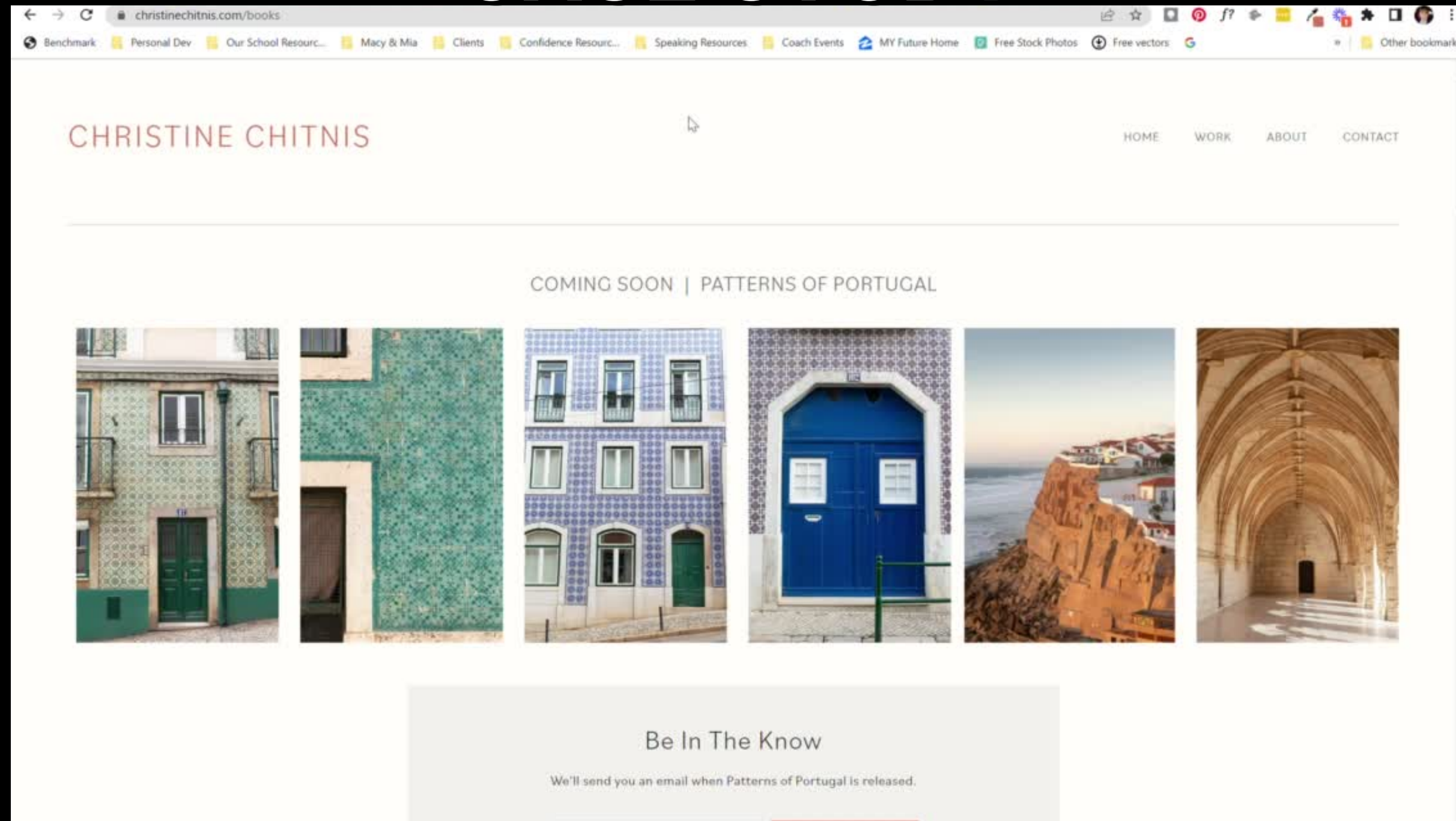
ONE BIG IDEA



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CASE STUDY

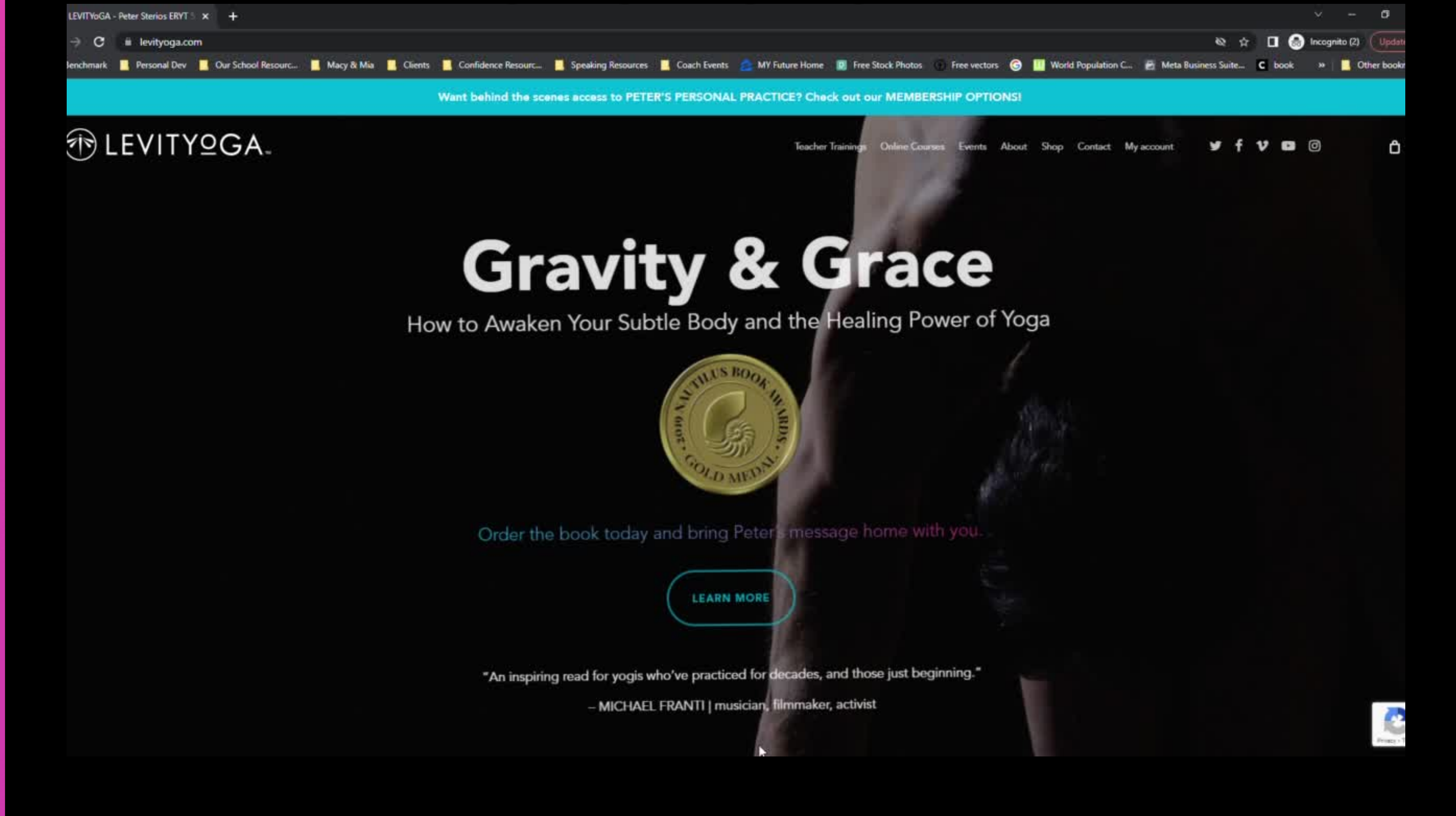


christinechitnis.com

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CASE STUDY



LEVITYoGA.com

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CONSISTENCY

Let people know what to expect of you and then deliver it... EVERY TIME!

Set goals you're willing to commit to.

Don't give up!



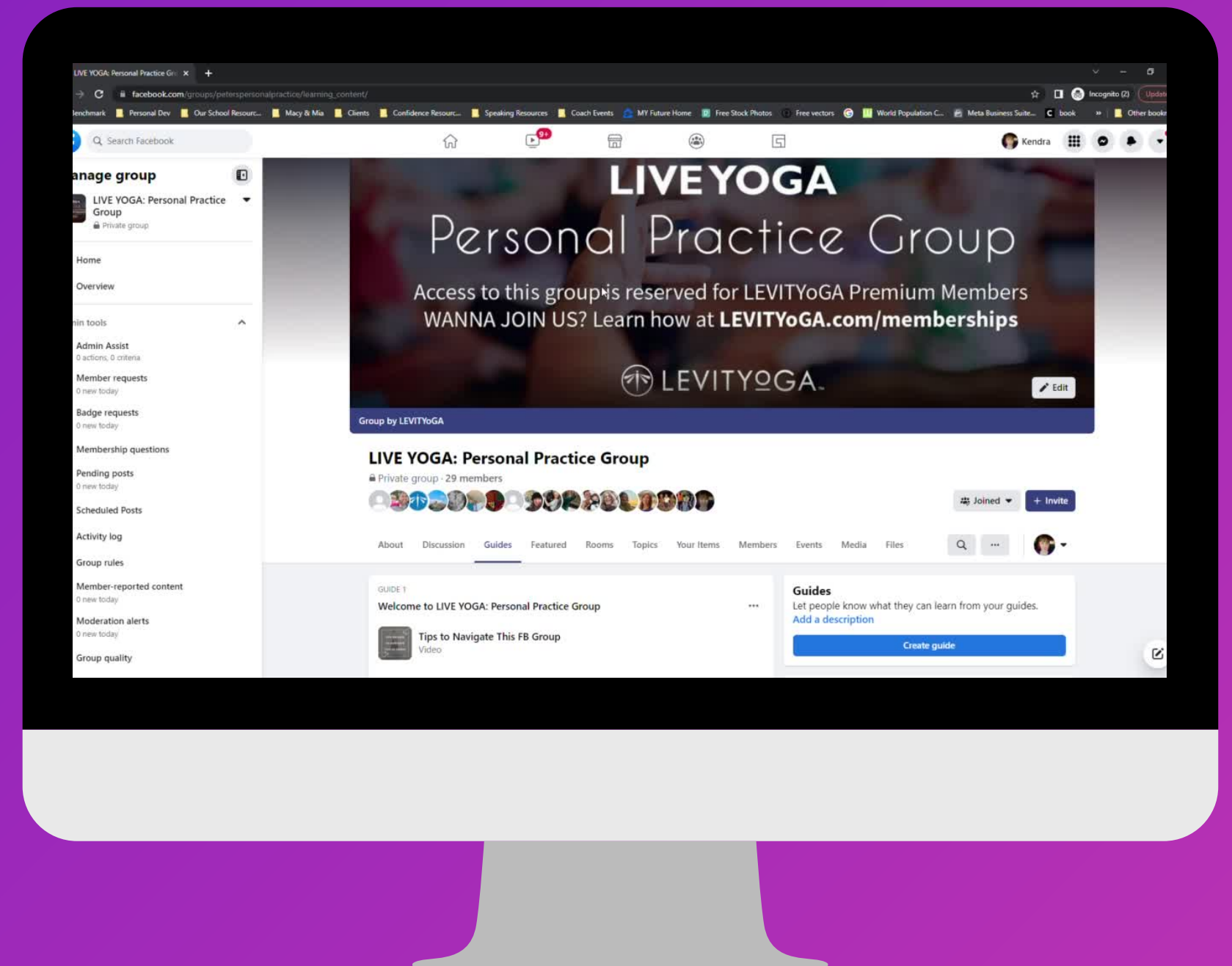
Companies that blog more than 15x per month get

5x MORE TRAFFIC

myoptimind.com

"Success doesn't come from what you do OCCASIONALLY, It comes from what you do CONSISTENTLY."

- Marie Forleo



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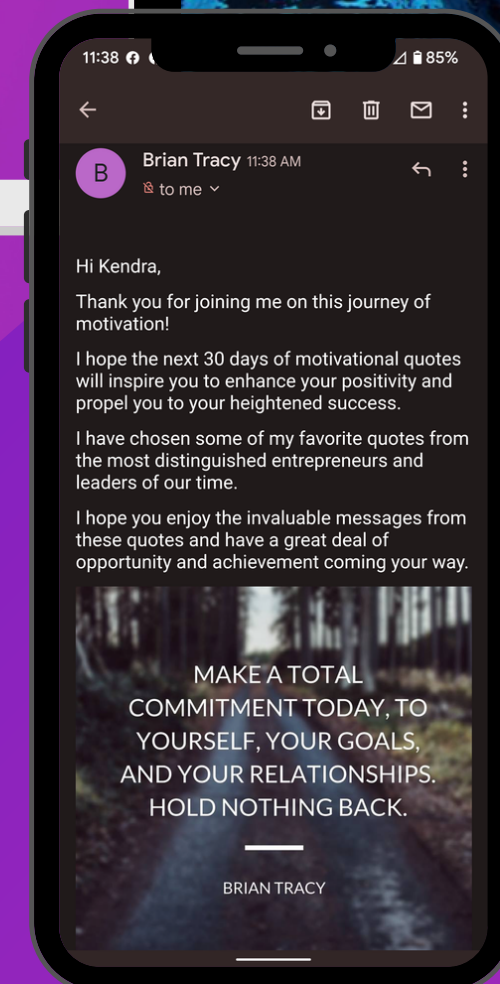
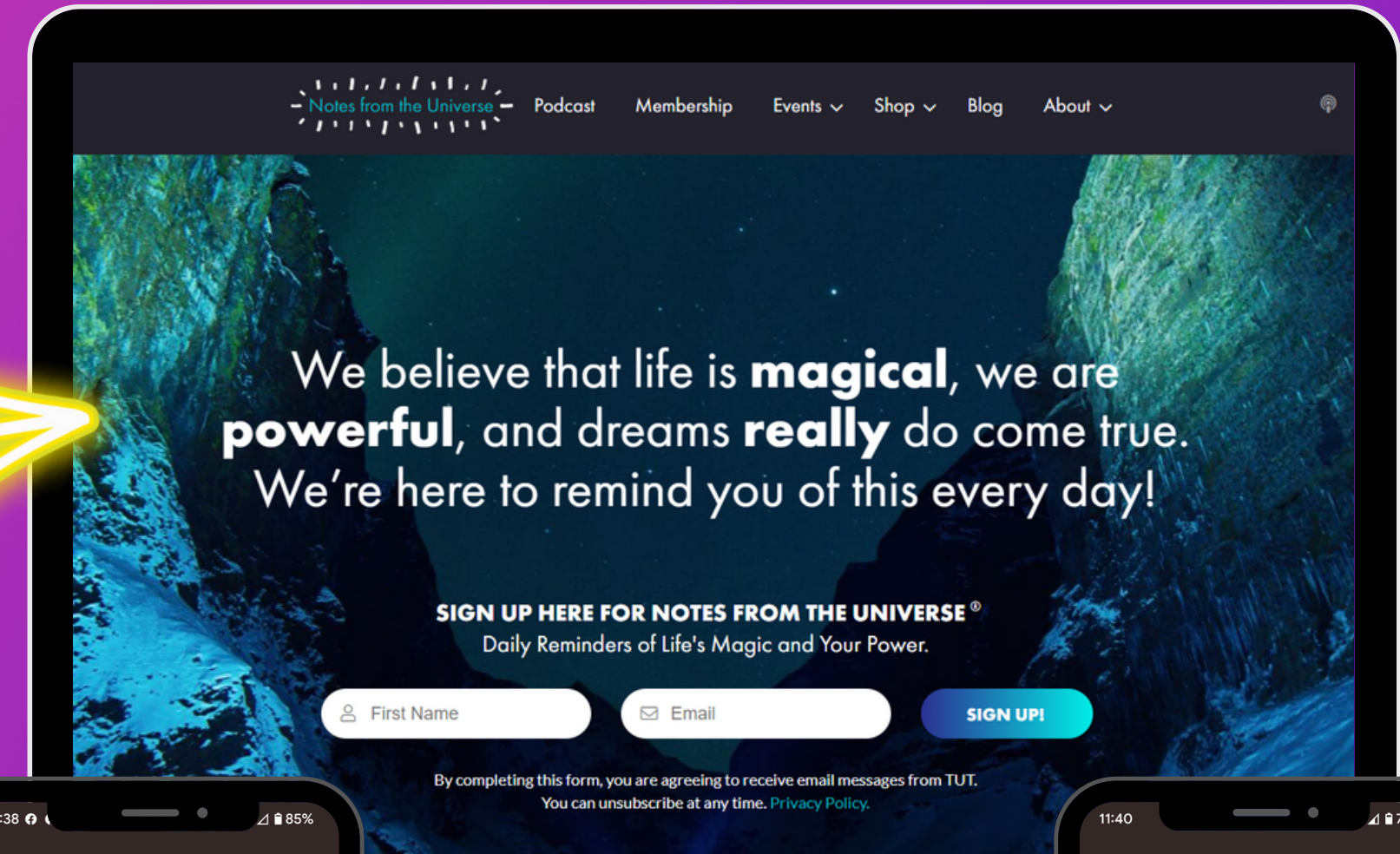
3 IDEAS YOU CAN START TODAY...



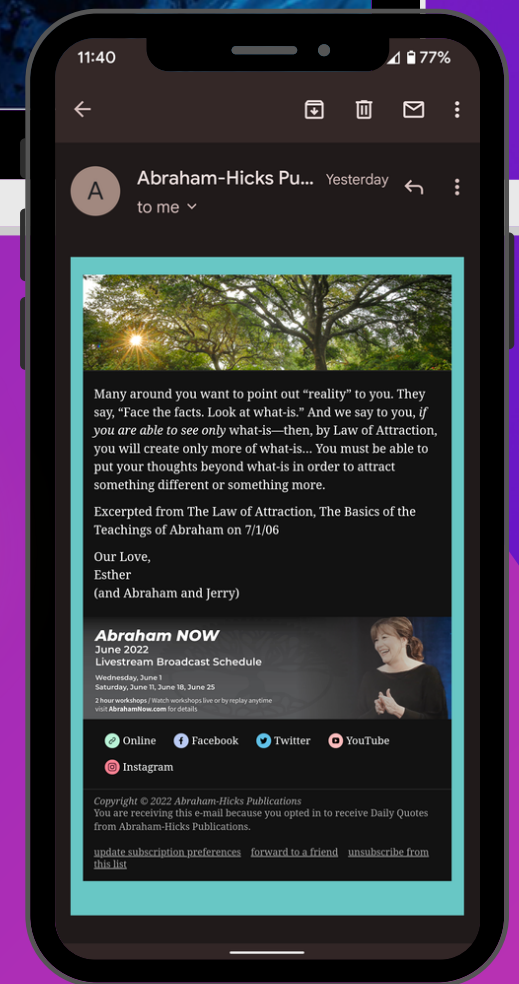
DAILY TIP
EMAILS

EXAMPLES

Notes From The Universe
Brian Tracy
Abraham Hicks



50%
OPEN RATE



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3 IDEAS YOU CAN START TODAY...



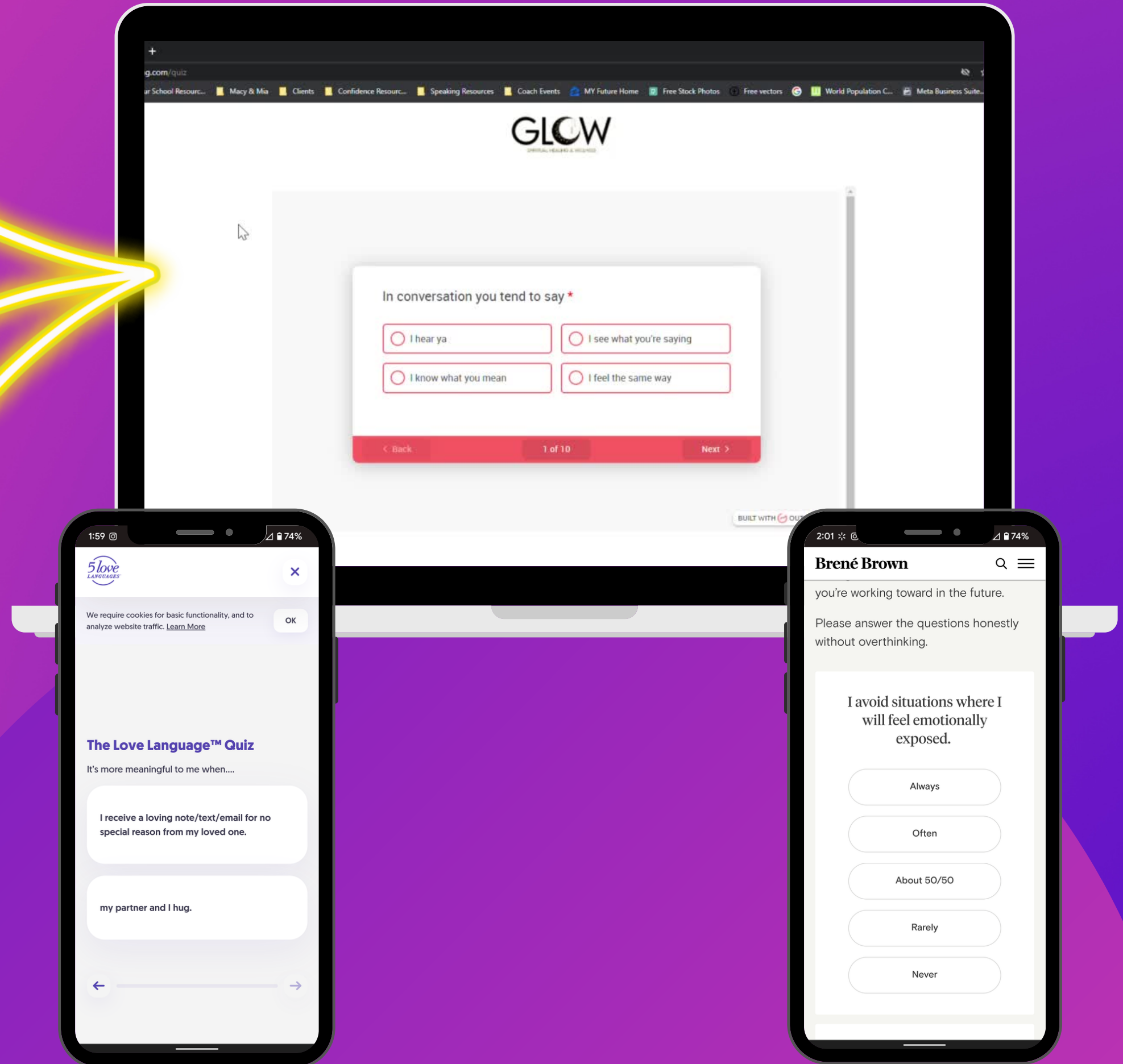
CREATE A
QUIZ

EXAMPLES

Glow Spiritual Healing

5 Love Languages

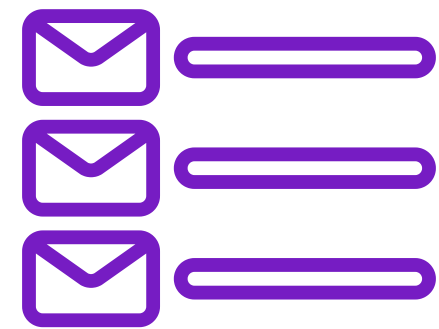
Brene Brown Wholehearted Inventory



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3 IDEAS YOU CAN START TODAY...



**LIST
BUILDING**
CAMPAIGNS

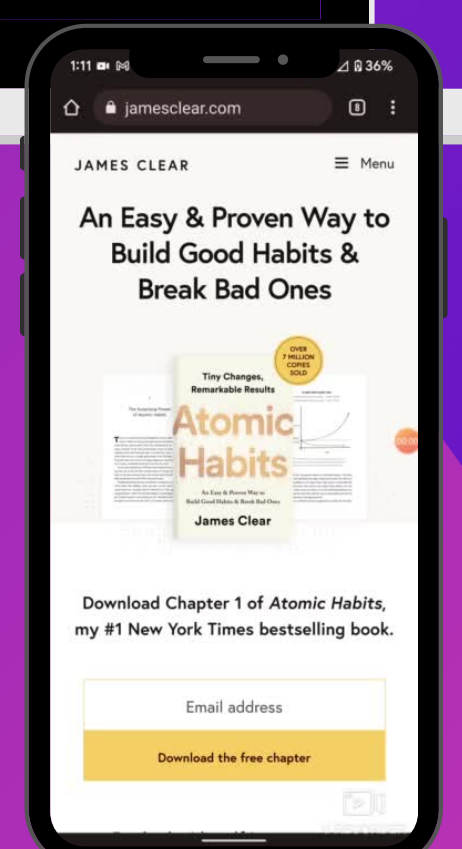
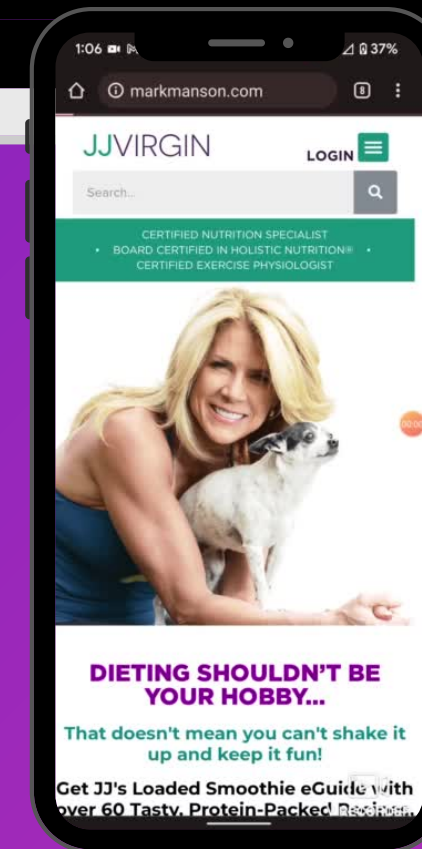
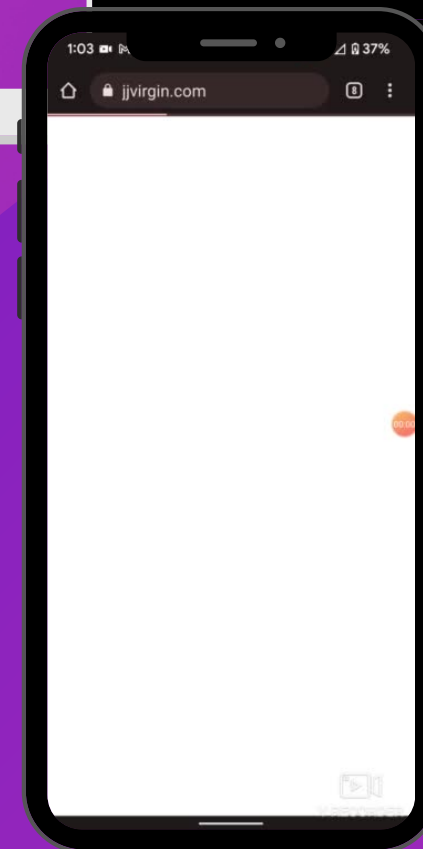
Examples

JJVirgin.com

MarkManson.net

JamesClear.com

MARKET
~~IF YOU BUILD IT,~~
PEOPLE WILL COME...

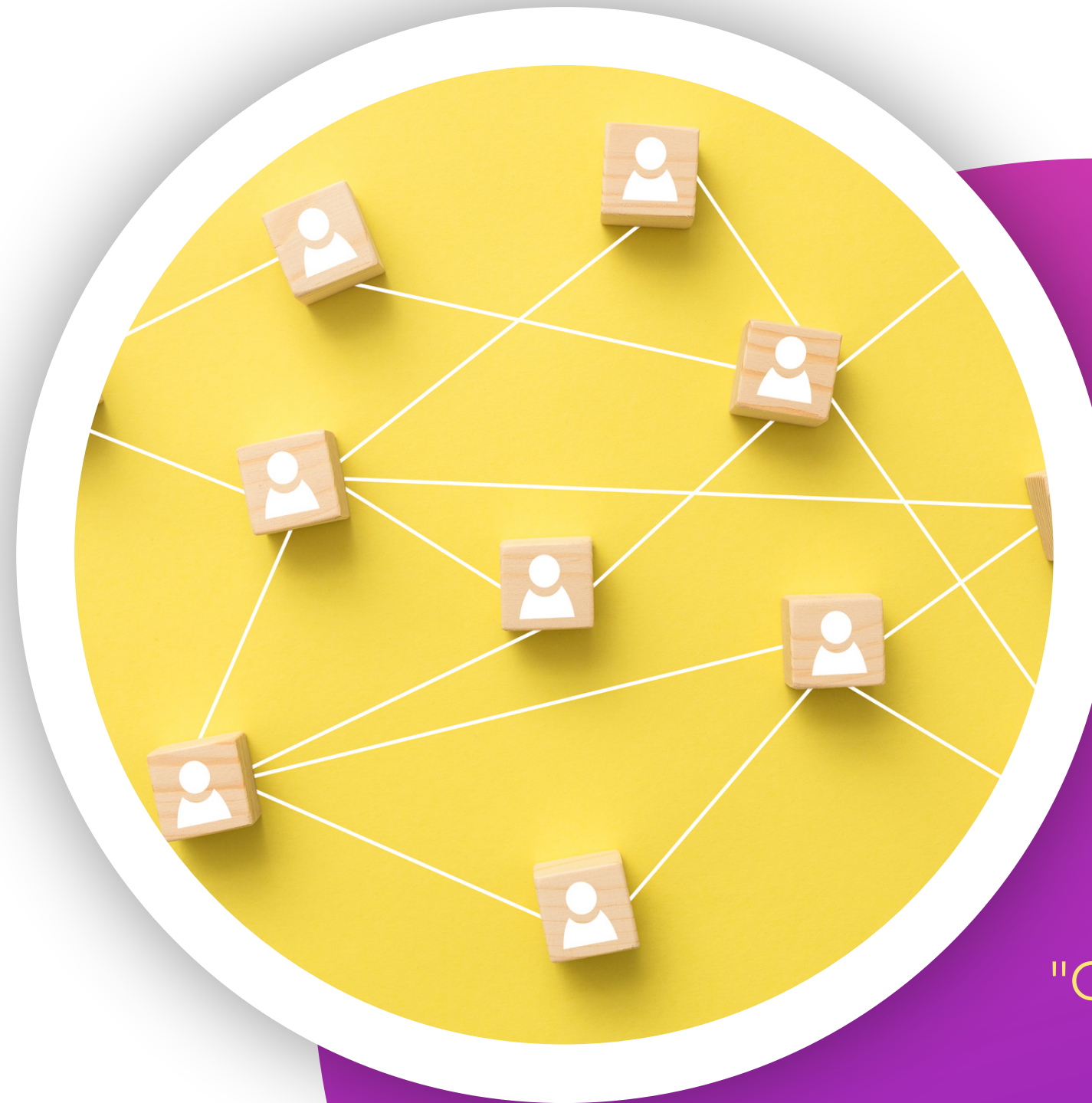


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COMMUNITY

- Follow the 3:1 Rule
 - GIVE. GIVE. GIVE. Then ask.
 - Offer real VALUE
 - Don't always ask for a sale
 - Testimonials, feedback, stories



"Giving means giving
without the
expectation of return."
- Gary Vaynerchuk

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CASE STUDY

The screenshot displays a marketing automation interface for an email series titled "Quiz (ClairSentient Result)". The audience is identified as "Quiz Completed (Are You Psychic)". The workflow consists of the following steps:

- Contact tagged Quiz (ClairSentient)**: The starting point of the series.
- Filters**: A step to filter the audience.
- 1 day delay**: A delay step before the email is sent.
- Send email Meditation**: The email content, with performance metrics showing 77 sent and a 51.4% open rate.
- 1 day delay**: A final delay step, with a queue of 3 contacts.

On the left side, a "Journey Builder" sidebar shows the series is active and provides summary statistics:

Category	Value
Starts to date	Today
Started	77
Progress	4
Journeys to date	70

AVERAGE
51%
OPEN RATE

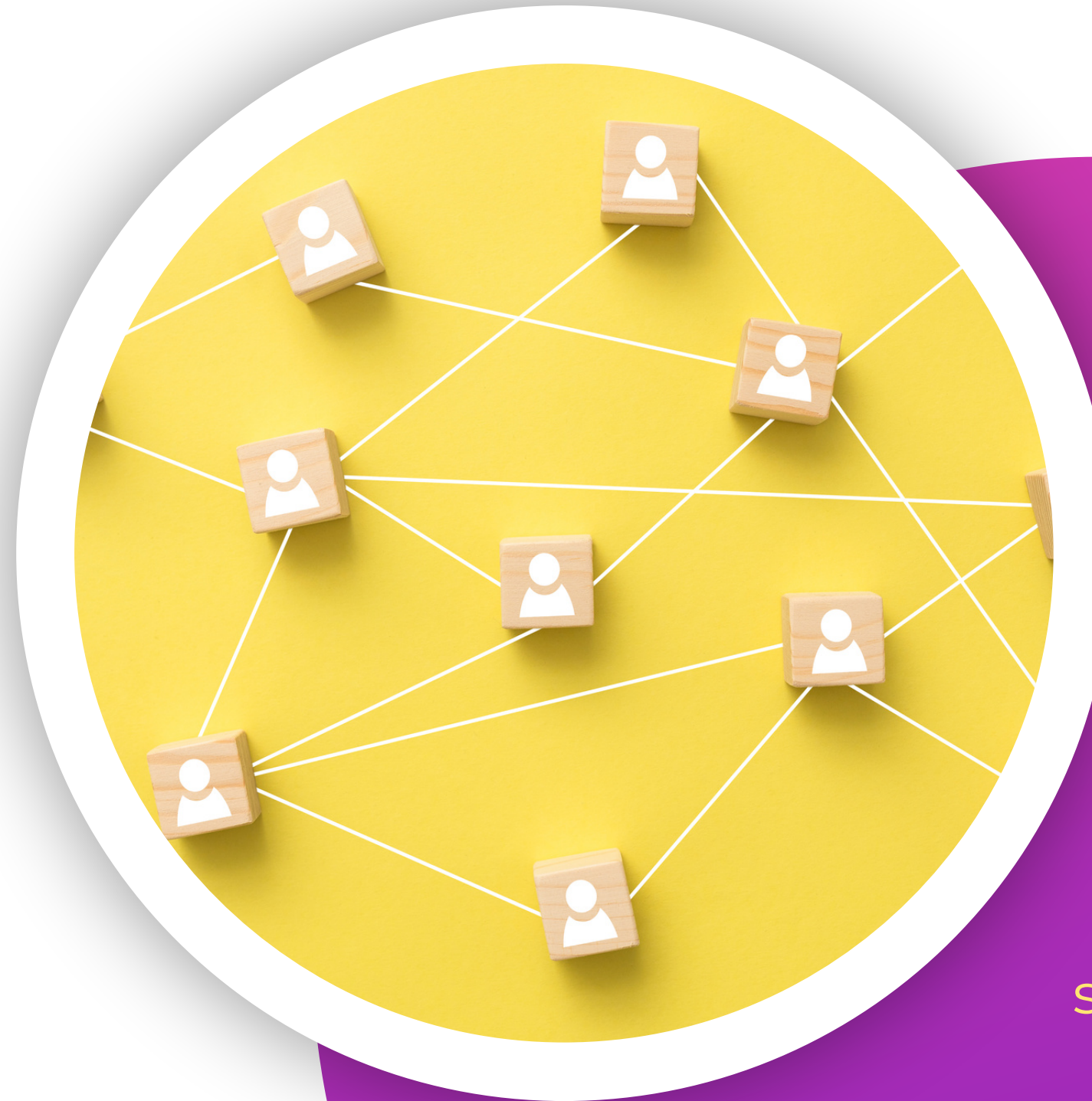
GLOW QUIZ EMAIL SERIES

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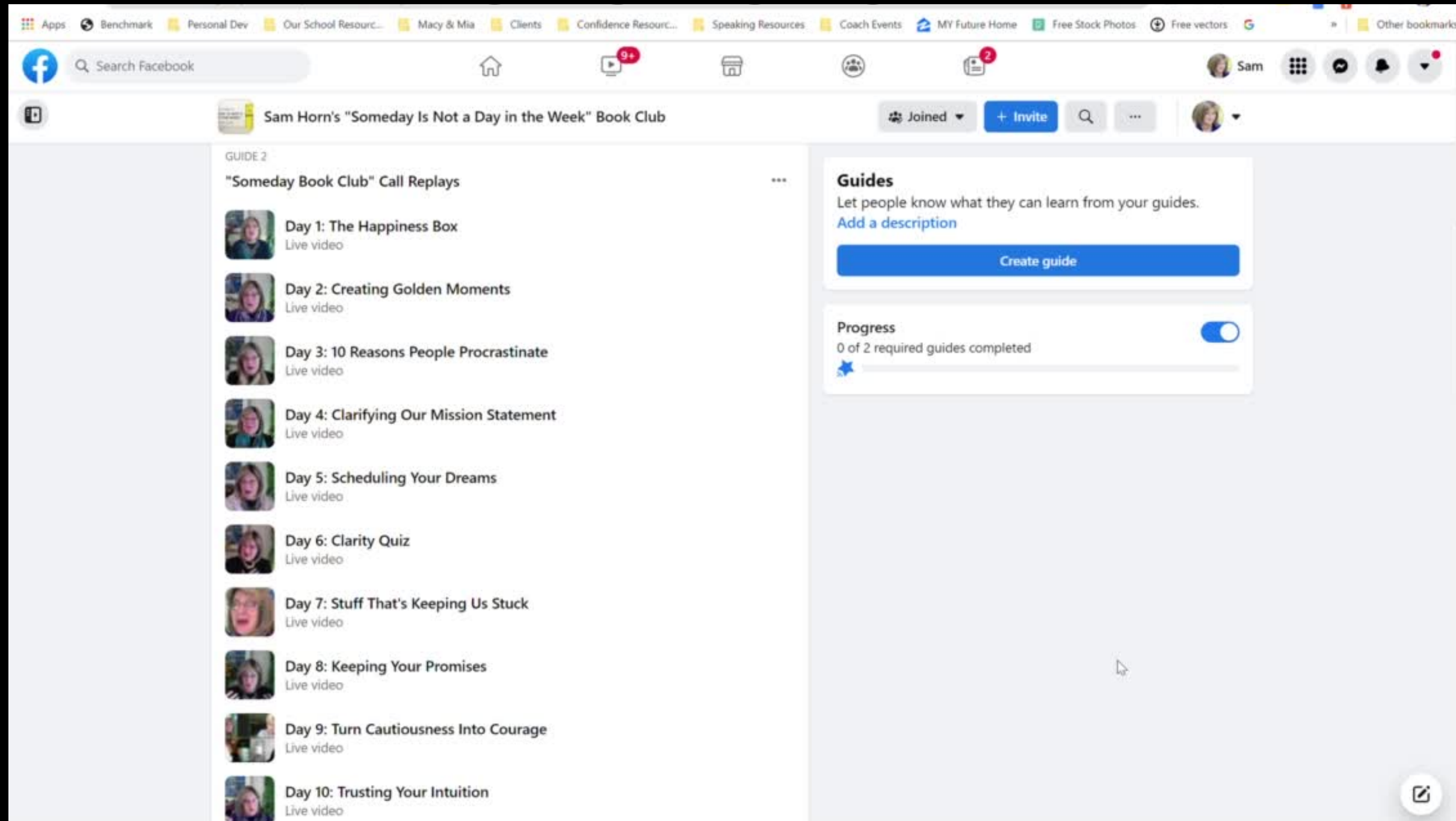
COMMUNITY

- Follow the 3:1 Rule
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 - Don't always have to ask for a sale
 - Testimonials
 - Feedback
- STORY is your best bet for building a loyal following
 - Create a STORY around your book
 - Be accessible & relatable
 - Host a book club
 - Podcasts, partners



"Marketing is no longer about the stuff that you make, but about the stories you tell."
- Seth Godin

CASE STUDY



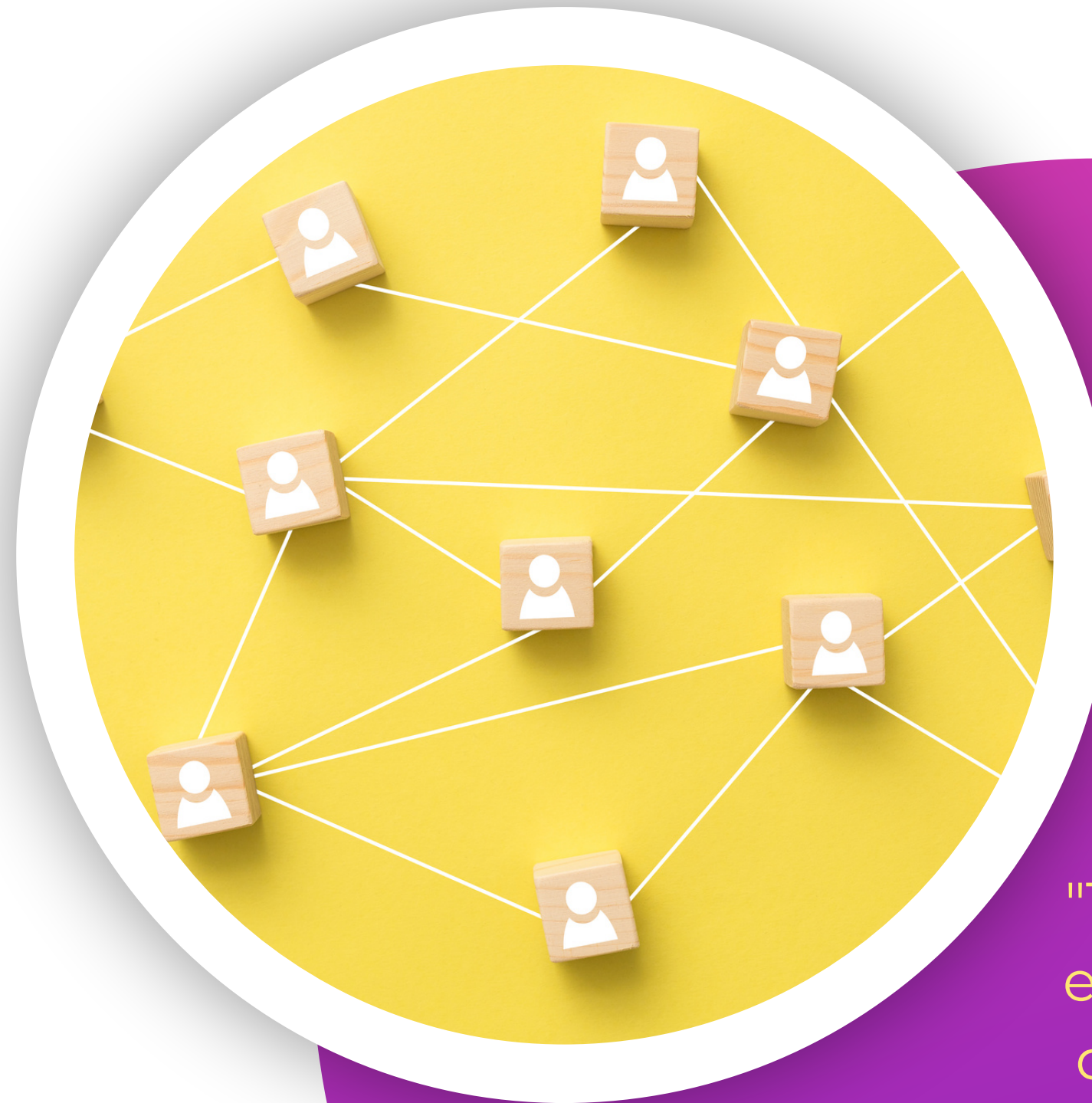
Someday Book Club FB Group

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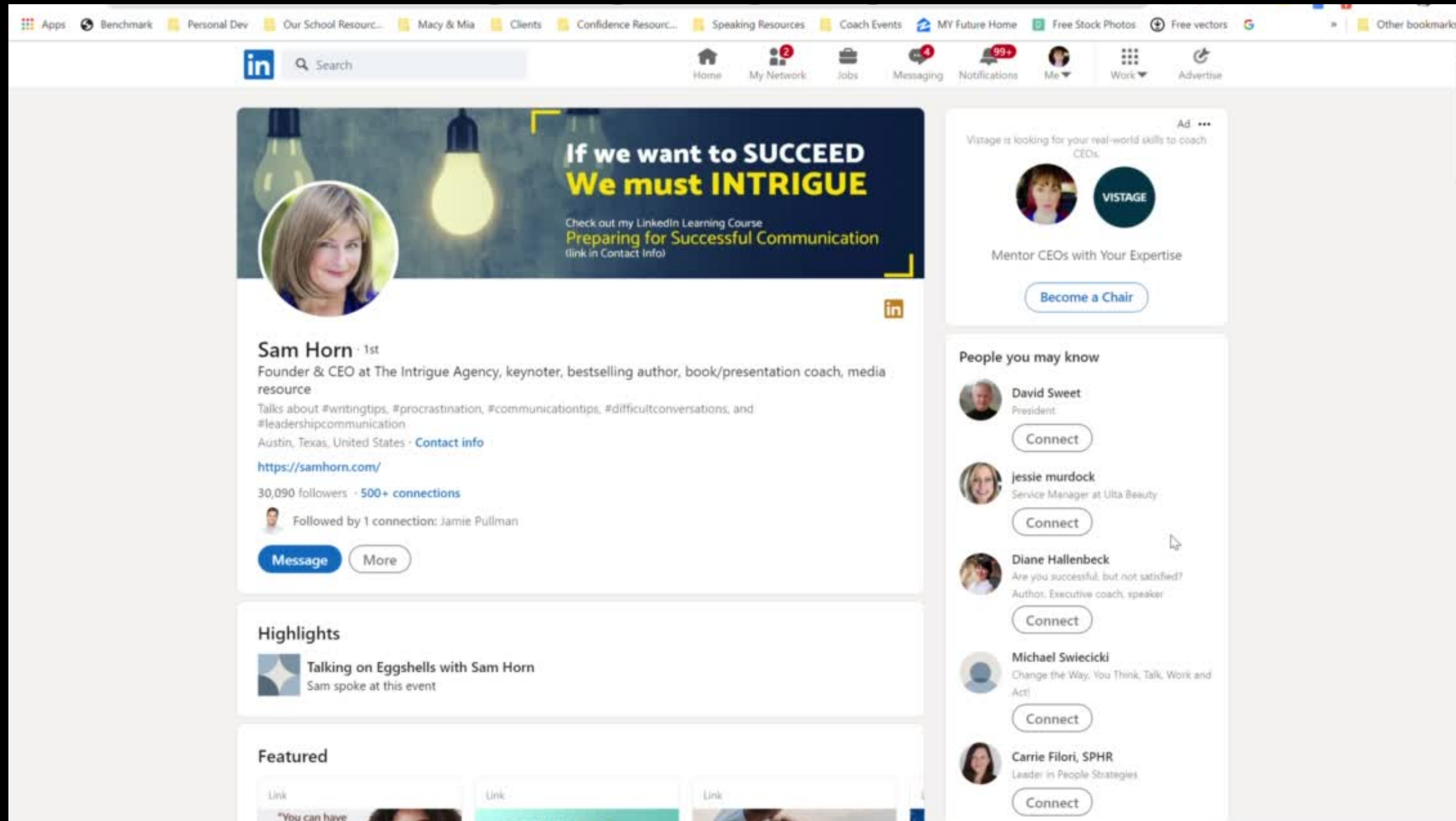
COMMUNITY

- Follow the 3:1 Rule
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 - Testimonials
 - Feedback
- STORY is your best bet for building a loyal following
 - Create a STORY around your book
 - Be accessible & relatable
 - Host a book club
 - Podcasts, partners,
- Keep it simple!
 - Focus your efforts on one or two platforms (not all of them!)



"Trying to do it all and expecting it all can be done right is a recipe for disappointment."
- Sheryl Sandberg

CASE STUDY



linkedin.com/in/samhorn

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NEXT STEPS

WORKSHEET

Fill out the questions provided in the workbook

RESOURCE LIST

Visit
EagleSpiritLLC.com/bkevent

LET'S CONNECT

EagleSpiritLLC.com | itseaglespirit@gmail.com
[linkedin.com/in/kendrawray](https://www.linkedin.com/in/kendrawray)

Kendra Wray | EagleSpiritLLC.com | itseaglespirit@gmail.com

QUESTIONS?



WANT HELP?

EMAIL itseaglespirit@gmail.com
WEB EagleSpiritLLC.com
LinkedIn [linkedin.com/in/kendrawray](https://www.linkedin.com/in/kendrawray)

Get my FREE resource list at
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